URBANIDES ON COMMISSION APPERATION

City of Madison Planning Division

1 1,



FOR OFFICE USE ONLY:					
Paid	Receipt #				
Date received					
Received by					
Aldermanic District	19				
Zoning District					
Urban Design District	2				
Submittal reviewed by	/				
	55395				

P.O. Bo Madiso (608) 2 Comple the des	eed an interpreter, or other accommo	of this applicate and the attendant of the and the attendant of the accordant of the accord	action requested. Iterials in alternate Less these forms,	Receiv Aldern Zoning Urban	nanic District g District		
please c	all the phone numl	ber above imn	nediately.	, <u>MO</u>		5539	
UDC mo	etion Type (che eeting date requ ew development formational t Type oject in an Urban oject in the Down ixed-Use District (U oject in the Subur impus Institutions strict (EC)	ck all that a lested	Alteration to an existi Initial approval rict istrict (DC), Urban ed-Use Center District (M ment Center District (S.), or Employment Cam	Sign IXC)	iously-approved Final approval nage Comprehensive Signage Varian area, and sette Please specify	development . e Design Review (CDR) ce (i.e. modification of sig	
4. Applica Applica Street a Telepho Project Street a Telepho Proper	Specific Implementation Agent, and ant name address contact person address cone contact person contact perso	mentation Pl Site or Resid Property C 5 TO M 816 Se 408-32 UPS 3207 F 271	an (SIP) ential Building Complete Dwner Information SAN FORD YELL RO 17-8199 RETTE PERCY ST. 7979	Comp City/S Email Comp City/S	any Roya Tom @ Si Tom @ Si any Ryal itate/Zip Ma Mbg row	LPAPNERS, enison, wist of Commercial. USIGNS, INC moison, wist neyselene @ru	LLC 3719 com 3713 jansigns. net
Street a Telepho	address one			City/S Email	-		

PAGE 1 OF 4

(Urba	ban Design Commission Application (continued)		U)(
	n to to to the land of the		
	Required Submittal Materials	`	
M	•)	Each submittal must
Ä.			include fourteen (14)
	 If the project is within an Urban Design District, a summ development proposal addresses the district criteria is required 	}	11" x 17" collated paper copies. Landscape and
	 For signage applications, a summary of how the proposed sign with the applicable CDR or Signage Variance review criteria is re 	equired.	Lighting plans (if required) must be full-sized. Please
	Development plans (Refer to checklist provided below for plan detection)	tails)	refrain from using plastic covers or spiral binding.
×	☑ Filing fee	,	covers or spiral billums.
) Ø	Electronic Submittal*		
be	Both the paper copies and electronic copies <u>must</u> be submitted prior to be scheduled for a UDC meeting. Late materials will not be accepted. A cappearance.	the application dead ompleted application	line before an application will form is required for each UDC
Cor	For projects also requiring Plan Commission approval, applicants must al Commission consideration prior to obtaining any formal action (initial of legible when reduced.	so have submitted ar or final approval) fro	accepted application for Plan m the UDC. All plans must be
con pro not 266	*Electronic copies of all items submitted in hard copy are required. Ind compiled on a CD or flash drive, or submitted via email to <u>udcapplication</u> project address, project name, and applicant name. Electronic submittals not allowed. Applicants who are unable to provide the materials electron 266-4635 for assistance.	ns@cityofmadison.co s via file hostina servi	<u>m</u> . The email must include the ces (such as Dropbox.com) are
6. Ap	Applicant Declarations	•	
1.	1. Prior to submitting this application, the applicant is required to Commission staff. This application was discussed with JANI	discuss the propose NE GLAESER	d project with Urban Design CATRISSY TH IEVE on
2.	information is not provided by the application deadline, the application agenda for consideration.	on will not be placed o	n an Urban Design Commission
Αp	Applicant name MARY SETTH GROWNEY SELENE Relation	onship to property <u>A</u>	BENT FOR OWNER
Au	Applicant name MARY FETH BROWNEY SELENE Relation Authorized signature of Property Owner SERVING AS AGE	NT TO OWN	Date 4-10-19
7. Apj	Application Filing Fees		
of t Cor	Fees are required to be paid with the first application for either initial or of the combined application process involving the Urban Design Commic Common Council consideration. Make checks payable to City Treasurer. Cothan \$1,000.	ission in conjunction	with Plan Commission and/or
Ple	Please consult the schedule below for the appropriate fee for your requ	est:	
	☐ Urban Design Districts: \$350 (per §35.24(6) MGO).	in a large variety of for	the following project

Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX): \$150 (per §33.24(6)(b) MGO)

Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)

Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)

All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

<u>Ryan Signs, Inc.</u>

3007 Perry Street Madison, WI 53713 Phone 608-271-7979 Fax 6008-271-7853 mbgrowneyselene@ryansigns.net

April 10, 2019

To:

The City of Madison Urban Design Commission

Attn:

Ms. Janine Glaeser, Secretary

From:

Mary Beth Growney Selene, Serving as Agent to the Owner

Re:

6918 SEYBOLD ROAD

EXTERIOR SIGNAGE PLAN FOR VERIZON

Dear Urban Design Commission Members;

Attached please find the **Sign Plan** for the new Verizon location at 6918 Seybold Road. The zoning lot was recently attached to the City of Madison and is Zoned CC (Commercial Center District) and is in Urban Design District #2.

BACKGROUND

- 1. The property was formerly located in the Town of Middleton.
- 2. The original occupant of the property was Arby's Restaurant and then Slice Restaurant.

CURRENT INFORMATION

- 1. The property is being redeveloped as a single-tenant building for Verizon.
- 2. The property is now complying with the City of Madison Chapter 31 Sign Control Ordinance.
 - The property has street frontage on Seybold Road, Gammon Road and the W. Beltline Hwy, with customer parking on the East and West elevations, which allows for up to four (4) wall signs
 - The property is allowed two (2) freestanding signs, not to exceed 75/150 sf2 in cumulative area (between the two freestanding signs).

Following are the SIGN GUIDELINES per 33.02(8) URBAN DESIGN DISTRICT #2

4. <u>Signs</u>. Because of the relationship between the residential and commercial activities of this area, it is necessary that the location and treatment of signs be appropriate to both activities. In this sense the Urban Design Commission shall evaluate proposed signs based on the following guidelines and requirements:

a. Guidelines.

- i. Signs should identify the activity without imposing upon the view of residents, businesses, or activities of the district. The submitted drawings meet this guideline. Note: There are no residential buildings in relationship to this site or the surrounding area.
- ii. Signs should be appropriate to the type of activity and clientele at which its message is aimed. They are.
- iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances. All of the signs are designed for the intended viewer and in relationship to the surrounding area. The exception requests are specific to the existing sign placements and sign area on Gammon Road and the entrance ramp detached signs.
- iv. Signs should avoid covering or impinging upon landscape features or significant structures. Avoided.

b. Requirements.

- Signs, if located on or adjacent to buildings, shall be integrated with the architectural design of the buildings. The building signs are integrated with the building's architecture.
- ii. Signs shall be located and designed only to inform the intended clientele. They do.
- Signs shall be used only as identification of the establishment and shall have no more than a total of eight(8) symbols and/or words. The sign plan meets the criteria.

- iv. No portion of an illuminated sign shall have a luminance greater than two hundred (200) foot lamberts for any portion of the sign within a circle two (2) feet in diameter. No sign or part of any sign shall change its level of illumination more than once every one (1) hour. (Am. by ORD-09-00091, 8-1-09) They will not.
- v. Electronic changeable copy signs, if permitted in the District, shall comply with 31.046(1) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour. (Am. by ORD-09-00091, 8-1-09) N/A
- vi. A minimum setback of five (5) feet is required of all detached signs. A minimum setback of ten (10) feet from the public right-of-way is required for signs exceeding ten (10) square feet in net area and fifteen (15) feet in height. A minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area or twenty (20) feet in height. No detached sign shall exceed seventy-five (75) square feet in net area and twenty-five (25) feet in height. Based upon the following criteria the Urban Design Commission may specifically approve a larger sign or reduce the setbacks above: PLEASE SEE REQUEST FOR EXCEPTION BELOW
 - A. An exception from the size and setback limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; PLEASE SEE REQUEST FOR EXCEPTION BELOW and
 - B. An exception from the size and setback limitation will result in a sign more in scale with the building and site and will result in a superior overall design. (Am. by Ord. 9593, 10-14-88) PLEASE SEE REQUEST FOR EXCEPTION BELOW
- vii. No detached sign shall occupy the space between two (2) feet and ten (10) feet above grade within fifteen (15) feet of the public right-of-way except for its support, which shall not exceed a total cross-section area of one (1) square foot. The Gammon Road pylon sign does not; the entrance ramp sign, as a monument sign occupies space between 2'-0" and 10'-0", however, it does not interfere with other signage in the area or present a traffic hazard.
- viii. The net area of an attached sign of any occupancy on any facade shall not exceed forty (40) square feet. None of the attached wall signs will exceed 40 sf2.
- ix. All signs and their words shall be mounted parallel to the building surface to which they are attached. No sign or words shall project more than eighteen (18) inches from the surface to which they are attached. None of the wall signs or symbols project more than 18" Attached signs shall not be mounted on roofs and shall not project above roofs. None of the wall signs will be mounted on the roof or project more than 4'-0" above the parapet walls. (Am. by ORD-09-00091, 8-1-09)

PROPOSED SIGN PLAN

1. WALL SIGNS

- a. To allow for one wall sign per street elevation, or elevation adjacent to a customer parking lot of 33'-0' or more in width.
- b. No wall sign shall exceed 40 sf2 in area.
- c. Wall signs can be internally, externally or non-illuminated.
- d. Wall signs will not extend more than 18'-0" from the face of the building.
- e. Wall signs will not extend more than 4'-0" above a parapet wall.
- f. Wall signs will be used for identification of the establishment and will not have more than eight (8) words or symbols.

2. <u>DETACHED SIGNS</u>

- a. The property will have two (2) freestanding signs.
- the combined area of the freestanding signs will be limited to an area of 96/192 sf2 (for the property, not to exceed two freestanding signs), versus the UDD #2 limitation of 75/150 sf2, not to exceed two detached signs.
 (The calculation is based on the proposed detached signage and is under the code allowance for variance of 50% increase in area.)
- c. The freestanding signs will be limited to 15'-0" in overall height (pylon) and 13'-0" in overall height (monument).
- d. The existing sign structures will be utilized.
- e. The structure of Sign #4, located on the Gammon Road frontage, meets with the Sign Ordinance regulation that a pylon structure cannot exceed 1/3 the total width of the sign.
- f. The structure of Sign #5, located on the W. Beltline Hwy. frontage, is being submitted as a monument sign. As such, the sign will be reduced to 13'-0" in overall height.
- g. Because the proposed signs exceed 20 sf2 in area, they are required to have a setback of 20'-0". The signs do not meet the setback requirement of 20'-0". We are requesting an exception to the UDD#2 Guidelines for setback to allow for the signs to remain in their existing locations and to be legible and viewable at prevailing speeds.

REQUEST FOR EXCEPTIONS TO THE SIGNAGE REGULATIONS IN URBAN DESIGN DISTRICT #2

In order for the signs to be legible and viewable at prevailing speeds, and given the Gammon Road ROW of 175' to 210', we ask that the signs be approved as submitted, and approved to remain in their existing locations. Additionally, the signs are obscured by the overpass bridge until you are nearly through the intersection. For best visibility and readability, we ask that the signs be allowed to remain in their existing locations and that the sign area of 48 sf2 (per face/per sign), be allowed as an exception to UDD #2 through UDC approval. (Please see attached photos.)

1. SIGN AREA FOR DETACHED SIGNAGE

- a. The applicant is requesting an exception to allow a combined area of up to 96/192 sf2 for two (2) detached signs.
 - This request is consistent with a Variance allowance, as included in Chapter 31, of up to 50% more area of a sign.
 - Approval will allow for each sign to be identifiable and legible from each roadway at prevailing speeds.
 - The ROW on Gammon Road is between 175' and 210', with its widest measurement at the location of the sign placement.
 - Approval will allow for each sign to be consistent with neighboring signs, not in UDD #2.

2. SETBACK FOR DETACHED SIGNS EXCEEDING 20 SF2 IN AREA (See attached photos)

- a. The applicant is requesting an exception to allow for the signs to remain in their current locations.
 - A 20'-0" setback will place each of the signs in the parking lot of the property.
 - There is no place on the property where the signs could be located to meet the setback requirement, without impinging on paved parking areas.
 - The ROW on Gammon Road is between 175' and 210', with its widest measurement at the location of the sign placement.
 - The current placement of the freestanding signs keeps them in scale with the building and the site.
 - The overall height of Sign #5 will be reduced to 13'-0" to allow for the existing structure to be reused.
 - ATC, the owners of the overhead power lines, have given the applicant their approval for the signs to remain in their current location (see attached).
 - The sign placement is consistent with other freestanding signs located on the W. Beltline Hwy. and Gammon Road frontages (outside the UDD #2).
 - UDD #2 addresses the relationship between residential and commercial activities in the area. There is no residential development in the area of this property.
 - The pipe structures are simple in design and match the vertical lines of the building. They will be painted a neutral color.
 - The sign structures were legally installed when the property was located in the Town of Middleton.

Thank you for your consideration. We are happy to answer any questions you might have.

Respectfully Submitted,

RYAN SIGNS, INC.

Mary Beth Growney Selene President

Serving as Agent to the Owner

Mary Beth Growney-Selene

Subject:

FW: Message from Thomas Sanford (916083478299)

----Original Message----

From: Thomas Sanford <Tom@SEICommercial.com>

Sent: Thursday, March 28, 2019 8:53 AM To: 'Ernst, Matthew' < mernst@atcllc.com>

Cc: Mary Beth Growney <mbgrowneyselene@ryansigns.net> Subject: RE: Message from Thomas Sanford (916083478299)

Matt:

Thank you very much for the fast reply and clarification... we will go with the existing poles then...

Best Regards,

Thomas B. Sanford
Sanford Enterprises, Inc.
Commercial Real Estate Services

----Original Message----

From: Ernst, Matthew <mernst@atcllc.com>

Sent: Thursday, March 28, 2019 8:45 AM

To: Thomas Sanford <Tom@SEICommercial.com>

Subject: RE: Message from Thomas Sanford (916083478299)

Very, very buried here sir...

Was on line when you called and am replying this way...

The email submitted last eve has been reviewed and approved..all previous provisions provided apply yet.

Thanks.

Matt Ernst Sr. Real Estate Representative P.O. Box 6113 De Pere, WI 54115 920-338-6573

Ethics: to do the right thing when no one is looking, even if the wrong thing is legal!

----Original Message----

From: Cisco Unity Connection Messaging System <unityconnection@voicemail.atcllc.com>

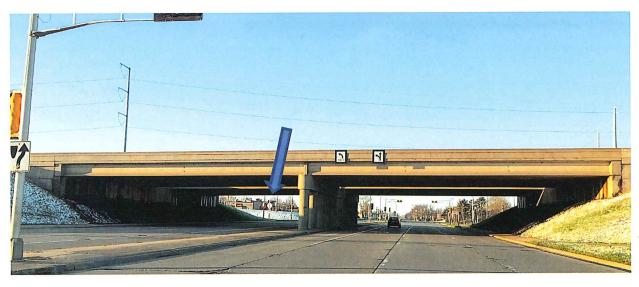
Sent: Thursday, March 28, 2019 8:35 AM

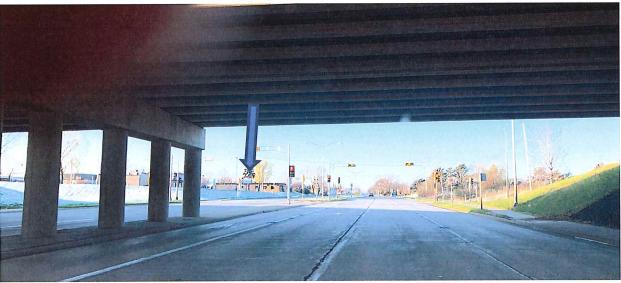
To: mernst@voicemail.atcllc.com

Subject: Message from Thomas Sanford (916083478299)

"Matt Tom Sanford. Hey I sent an email last night this National tenant wants pylon sign underneath your power line actually they're using the same post for an existing pylon sign and I don't think that ever had an approval from ATC. Just call me back please 608-347-8299. Thank you very much. Bye. Again 608-347-8299 Tom Sanford."

6918 Seybold Road Southbound on Gammon Road



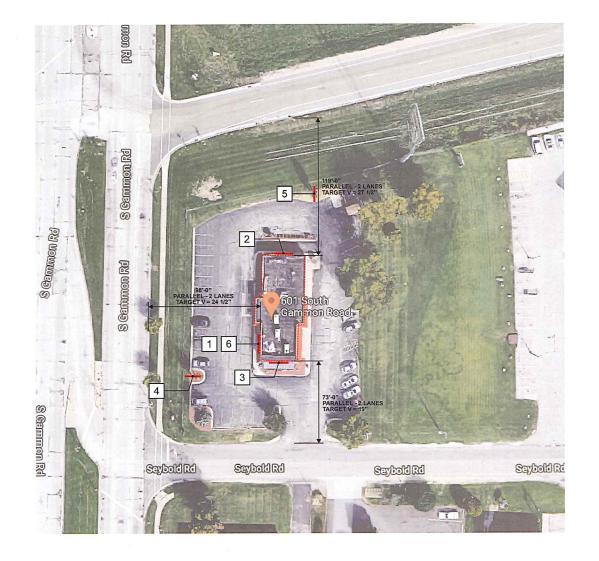




6918 Seybold RoadNorthbound on Gammon Road







LEGE	ND	QTY
1	WEST ELEVATION WALL SIGN	1
2	NORTH ELEVATION WALL SIGN	1
3	SOUTH ELEVATION WALL SIGN	1
4	PYLON SIGN #1	1
5	PYLON SIGN #2	1
6	DOOR VINYL	1 SET
	· · · · · · · · · · · · · · · · · · ·	

KEY

SIGN LOCATION -

BUILDING OUTLINE -----





VW-CS.WI-GR

601 S. GAMMON RD. MADISON, WI 53719

SIGN LOCATION PLAN

2019-03-07 ct

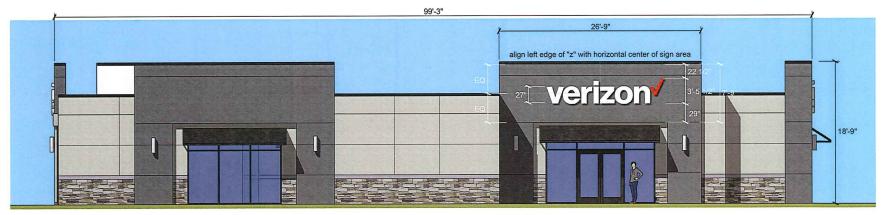
2019-03-10 ct 2019-03-22 ct 2019-03-27 ct 2019-04-08 ct 2019-04-09 ct 2019-04-26 ct



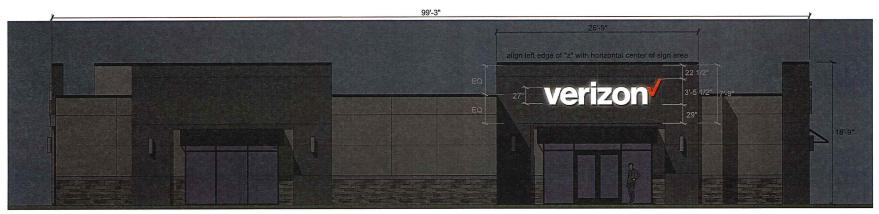




2019-03-10 ct 2019-04-09 ct 2019-03-22 ct 2019-04-26 ct 2019-04-08 ct Allen Industries VW-CS.WI-GR 601 S. GAMMON RD. MADISON, WI 53719



35.6 SF WEST ELEVATION



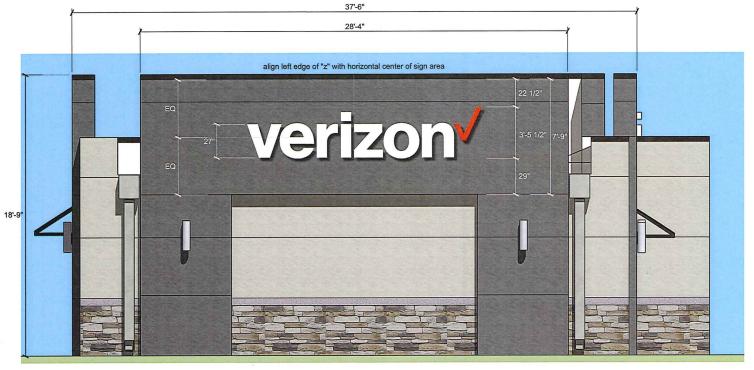
35.6 SF

WEST ELEVATION



VW-CS.WI-GR

2019-03-10 ct 2019-03-22 ct 2019-03-27 ct 2019-04-08 ct



35.6 SF NORTH ELEVATION



VW-CS.WI-GR 2019-03-07 ct 2019-04-09 ct 2019-04-26 ct



35.6 SF NORTH ELEVATION



VW-CS.WI-GR



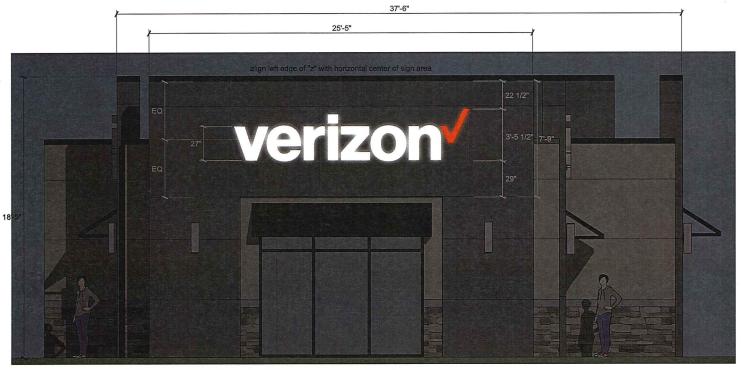
35.6 SF SOUTH ELEVATION



VW-CS.WI-GR SIGN 3 - SOUTH ELEVATION - RENDERING

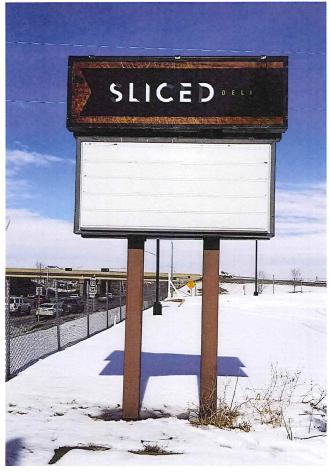
2019-03-07 ct

2019-03-10 ct 2019-03-22 ct 2019-03-27 ct 2019-04-08 ct 2019-04-09 ct 2019-04-26 ct



35.6 SF SOUTH ELEVATION





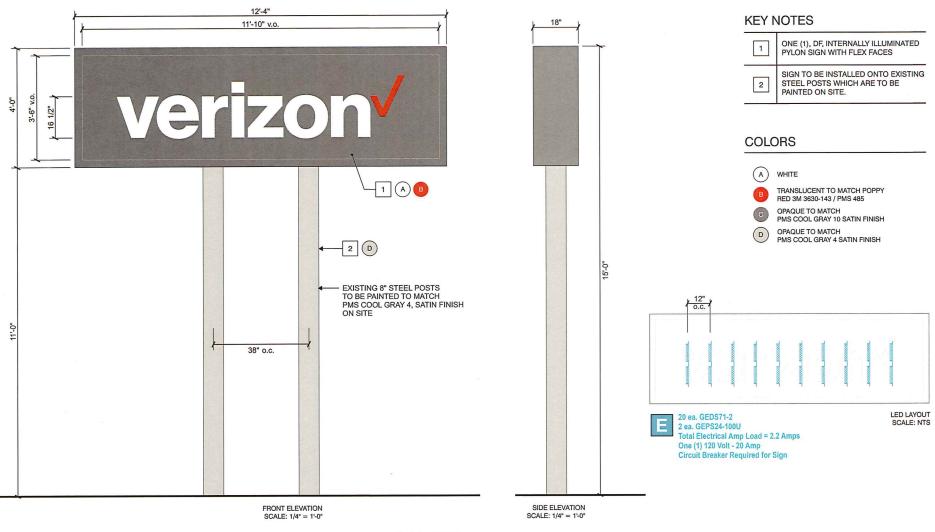




READERBOARD CABINET TO BE REMOVED. EXISTING STEEL POSTS TO BE UPDATED TO SW 7075 WEB GRAY.

REVISED CONDITION







llen Industries

ELECTRIC SIGN



SIGN 4 - PYLON SIGN #1 - FABRICATION DETAIL

2019-03-10 ct 2019-03-22 ct 2019-03-27 ct 2019-04-08 ct





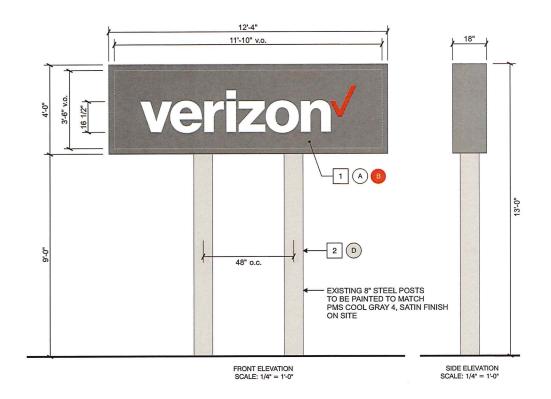
EXISTING STEEL POSTS TO BE UPDATED TO SW 7075 WEB GRAY.



2019-03-07 ct

2019-03-10 ct 2019-03-22 ct 2019-03-27 ct 2019-04-08 ct 2019-04-09 ct 2019-04-26 ct Allen Industries

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KEY NOTES

ONE (1), DF, INTERNALLY ILLUMINATED PYLON SIGN WITH FLEX FACES

> SIGN TO BE INSTALLED ONTO EXISTING STEEL POSTS WHICH ARE TO BE PAINTED ON SITE.

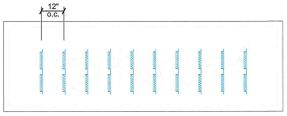
COLORS

(A)WHITE

TRANSLUCENT TO MATCH POPPY RED 3M 3630-143 / PMS 485

OPAQUE TO MATCH PMS COOL GRAY 10 SATIN FINISH (D)

OPAQUE TO MATCH PMS COOL GRAY 4 SATIN FINISH



20 ea. GEDS71-2 2 ea. GEPS24-100U Total Electrical Amp Load = 2.2 Amps One (1) 120 Volt - 20 Amp Circuit Breaker Required for Sign

LED LAYOUT SCALE: NTS









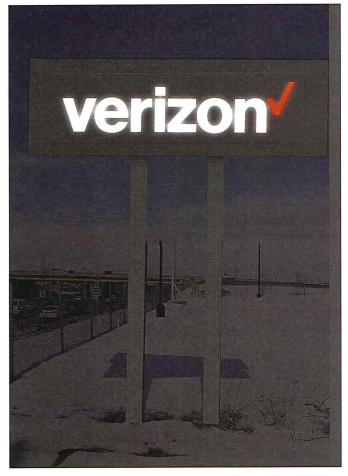
VW-CS.WI-GR

601 S. GAMMON RD. MADISON, WI 53719

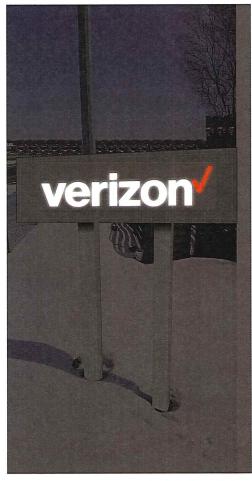
2019-03-07 ct

2019-03-10 ct 2019-03-22 ct 2019-03-27 ct 2019-04-08 ct 2019-04-09 ct 2019-04-26 ct Allen Industries

17



PYLON #1 - NIGHT RENDERING



PYLON #2 - NIGHT RENDERING



VW-CS.WI-GR

STORE NUMBER ADDRESS SHEET TITLE DATE REVISION PREPARED BY SHEET NUMBER